



ARS Automotive
Research
Solution

For Vehicle Driving Test & Assessment



High performance vehicle driving test, autonomous driving test and special purpose vehicle test, ARS supports you through the entire process of vehicle experiment and assessment.

Research consulting



ARS can give you suitable research methods to get the best results, and connect you with the best experts in automotive research area.

Experimental equipment support



ARS provides all the equipment you need for your research, such as rare equipment, expensive equipment, and domestic non-imported vehicles.

Project 1. Qualitative assessment on correlations between dynamics & drivers' emotions



Hyundai Motor Group
– R&D Center

Aug'19 ~ Feb'20

Cooperative institutions :
Hyundai NGV,
KATECH, Honam Univ.

In this project, ARS has managed throughout test process including construction of test driving scenarios and assessment criteria, preparing the test cars and instruments. Also, ARS test drivers have supported the experiment as the assessors.



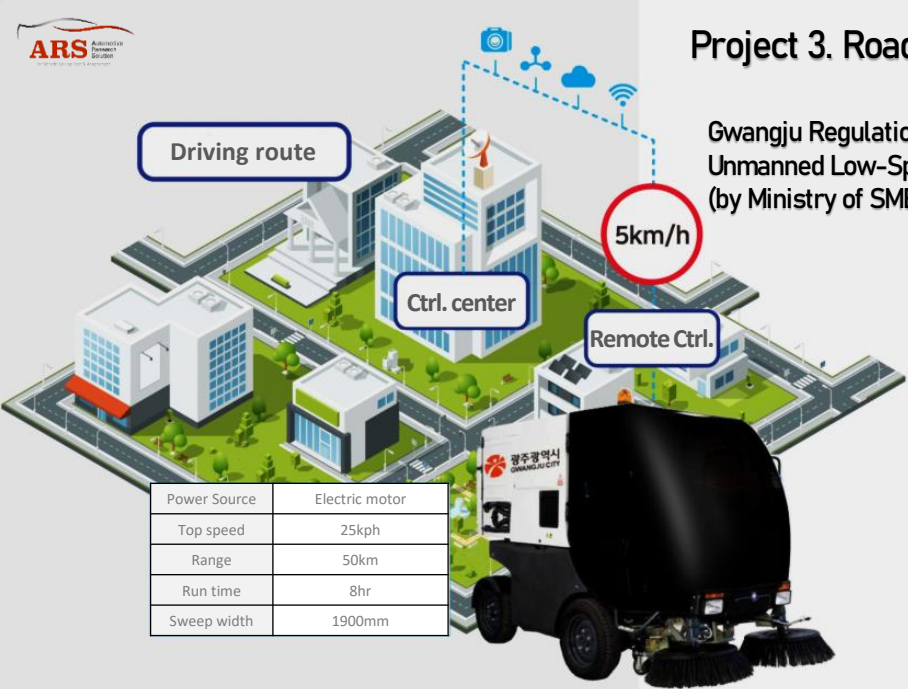
Hyundai Motor Group
– R&D Center
2Q'20 ~ '21

The new project, which is a successor to last year's project, aims to evaluate and extract the emotional factors of humans when driving on tracks of electric vehicles. ARS will provide clients with optimized solutions, including more detailed evaluation methods and efficient processes.

Project 2. Assessment of emotional factors of electric cars on track



Project 3. Road test support service



Gwangju Regulation-free Zone for
 Unmanned Low-Speed Special Vehicles
 (by Ministry of SMEs and Startups, Korean Gov.)

2Q'20 ~ '21

Cooperative institutions :
 Gwangju Technopark,
 KITECH, KATECH,
 AM-Special Vehicles

ARS supports experiments and test driving of the unmanned driving sweeper on the road. Preparation planning process for the test, support equipment, and supporting staffs, ARS provides all the details related to the autonomous driving test.

Other business and services

- Consulting for national project proposal in automotive industry area
- Technology research report
- Technical advice for improving the development process
- Hosting technical seminars and lectures with automotive experts
- Location scouting for test drive event and experiment
- Transport of vehicles and equipment for experiment

ARS Team Members



Prof. Jaewon Nah

- Director
- Research management
- Project planning
- Development consulting

Alex J. Yoon

- CEO
- Technical director
- Test driver

Dongpil Lee

- Business support
- Test service support

Joosang Kang

- Software programming
- Test service support
- Business support
- Test driver

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